

Message Text

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PAGE 01 DHAHRA 01573 220603Z
ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 USIA-15 PRS-01 SP-02
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R 211200Z DEC 76
FM AMCONSUL DHAHRAN
TO SECSTATE WASHDC 5152
INFO AMEMBASSY ABU DHABI
AMCONSUL ALEXANDRIA
AMEMBASSY ALGIERS
USINT BAGHDAD
AMEMBASSY BEIRUT
AMEMBASSY CAIRO
AMEMBASSY RABAT
AMEMBASSY DAMASCUS
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KHARTOUM
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY ALGIERS
AMEMBASSY RABAT
AMEMBASSY SANA
AMEMBASSY RABAT
AMEMBASSY TEHRAN
AMEMBASSY TRIPOLI
AMEMBASSY TUNIS
AMEMBASSY AMMAN
AMEMBASSY TEL EVIA

UNCLAS DHAHRAN 1573

E.O. 11652: N/A
TAGS: BEXP, XP, XI, OCLR, SA
SUBJECT: PROPOSED MARINE EXPOSITION TO THE NEAR EAST
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REF: STATE 302154

1. CONGEN DHAHRAN AGREES WITH EMBASSY JIDDA'S COMMENTS ABOUT
PROBLEMS TO BE OVERCOME AND NEED FOR CAREFUL ADVANCE PLANNING
AND PRODUCT SELECTION IF A MARINE EXPOSITION IS TO BE SUCCESSFUL

IN SAUDI ARABIAN PORTS. NEVERTHELESS, WE BELIEVE A CAREFULLY PLANNED AND IMPLEMENTED FLOATING EXHIBITION WOULD BE WELL-RECEIVED BY THE LOCAL BUSINESS COMMUNITY AND COULD BE AN EFFECTIVE TRADE PROMOTIONAL TOOL IN THIS BOOMING MARKET.

2. THE PROPOSED EXHIBITION WOULD HAVE THE ADVANTAGE HERE OF A RELATIVELY NEW AND DIFFERENT METHOD, SINCE THE ONLY PREVIOUS SUCH EVENT WAS AN AUSTRALIAN FLOATING EXHIBIT IN 1961. THE AUSTRALIAN SHIP AND THE RARE US NAVY SHIPS VISITING DAMMAM HAVE CREATED A GOOD DEAL OF EXCITEMENT AND DRAWN SUBSTANTIAL CROWDS.

3. FOLLOWING POINTS MAY BE OF INTEREST TO EXHIBIT SPONSORS,

AND USDOC IN ASSESSING VIABILITY OF THE PROJECT:

A) DOCK SPACE - SHAIKH FAISAL SHUHAIL, DIRECTOR-GENERAL OF THE SAUDI GOVERNMENT RAILROAD ORGANIZATION (WHICH OPERATES DAMMAM PORT) SAYS THE EXHIBIT WILL BE MOST WELCOME AND HE WILL PERSONALLY ENSURE DOCKING SPACE FOR A 2-3 DAY STOP IN SPITE OF CROWDED CONDITIONS AT THE PORT. HE WOULD APPRECIATE TECHNICAL INFORMATION ABOUT THE SHIP, HOWEVER, INCLUDING ESPECIALLY ITS SIZE AND DRAFT.

B) WATER AND FUEL - NO PROBLEM, AS BOTH CAN BE OBTAINED IN DAMMAM OR NEARBY ARAMCO PORT OF RAS TANURA AT MODERATE PRICES.

C) WEATHER - NO PROBLEM IN SEPTEMBER OR OCTOBER ALTHOUGH LATE FEBRUARY THROUGH APRIL ARE EVEN BETTER MONTHS IN GULF AND SEA PORTS.

D) PRODUCT CONTENT - AGRESWPAH EMBASSY JIDDA'S COMMENTS IN THIS REGARD.

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E) POST ASSISTANCE - SAME AS WE NORMALLY PROVIDE AN IOGA TRADE MISSION, INCLUDING ASSISTANCE WITH PUBLICITY AND HOSPITALITY. WE HAVE SMALL STAFF, HOWEVER, AND WOULD URGE SPONSORS TO SEND ADVANCE MAN EARLY WHO CAN MAKE PRELIMINARY ARRANGEMENTS AND PERHAPS HIRE LOCAL FIRM TO MAKE SURE THE MYRIAD ADMINISTRATIVE DETAILS ARE HANDLED PROPERLY.

F) PUBLICITY - EASTERN PROVINCE HAS NO IMPORTANT NEWSPAPERS, BUT WE COULD ASSIST WITH DIRECT MAIL ADVERTISING AND DAMMAM TV INTERVIEWS. COUNTRY-WIDE NEWSPAPER ADVERTISING WOULD HAVE TO BE PLACED BY EMBASSY JIDDA. KUWAIT AND BAHRAIN TV STATIONS ACCEPT COMMERCIAL ADVERTISING AND PROVIDE GOOD PUBLICITY THROUGHOUT THE GULF AREA. THE EASTERN PROVINCE CHAMBER OF COMMERCE IN DAMMAM IS A LARGE, EFFECTIVE ORGANIZATION WHICH WE ARE CERTAIN WOULD HELP PUBLICIZE THE EXHIBITION.

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